

Proposer Response Form

Proposer Name: _____

Instructions: Proposer must complete all sections. Be complete and specific in your responses.

SECTION B: PROPOSER'S QUALIFICATIONS

Demonstrate that the Proposer's organization has the experience and financial capability to perform the required services. The following sections must be included:

Proposer's Background and Experience (Section B.1)

B.1.1 Provide a summary of relevant background information to demonstrate that the Proposer meets the following minimum requirements stated in Sub-paragraph 1.4 of this RFP:

(a) Minimum requirement 1.4.1: Proposer must be a mass media organization, which is defined as a company with ownership of at least three areas of media. This must include a minimum of three of the following media types: an online integrated media presence as demonstrated by a minimum 500,000 unique web visitors each month to wholly-owned websites; local television and/or cable television; local print media; local radio outlets; and outdoor media operating and located within Los Angeles County.

(b) Minimum requirement 1.4.2: Proposer must have been in business as a mass media organization for a minimum of five (5) years.

(c) Minimum requirement 1.4.3: Proposer must have a dedicated marketing division. For the purposes of this solicitation, a marketing division is defined as an internal marketing division within the mass media organization. The internal marketing division must have the ability to meet the requirements as described in *Appendix C, Statement of Work and its attachments*. Proposer shall not subcontract to meet this requirement. Exception: Proposer can hire a consultant or consultant firm for creative services and evaluation of services only.

(d) Minimum requirement 1.4.4: Proposer's internal marketing division must have been providing services for a minimum of three (3) years.

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- (e) Minimum requirement 1.4.5: Proposer must have and identify a project manager with a minimum of five (5) years of documented experience.
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Proposer's Approach to Provide Required Services (Section C)

Present a description of the methodology the Proposer will use to meet Contract work requirements. Describe in detail how the services will be performed to meet the intent of *Appendix C, Statement of Work and its attachments*.

- C.1** Proposer must describe its experience providing marketing, sales, partnership marketing and promotion services. Unique and new approaches that have been shown to have been previously effective as measured by typical industry standards are desired. Proposer should detail what is unique or different about its approach and, if applicable, show how it enhances the services offered. Proposer should list any awards, commendations, or other indications of superior performance.
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- C.2** Proposer must provide an outline of a framework for a report for a World AIDS Day marketing campaign as described in *Appendix C, Statement of Work – Attachment 1, Goal No. 1, Measurable Objective 1, Implementation Activity 1.1*.
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- C.3** Proposer must describe how it will perform the services as described in *Appendix C, Statement of Work – Attachment 1, Goal No. 1, Measurable Objective 1, Implementation Activity 1.2*.
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- C.4** Proposer must provide a detailed accounting of how they will report standard indicators of campaign effective or Return on Investment (ROI) measures to meet the services requirements as stated in *Appendix C, Statement of Work – Attachment 1, Goal No. 1, Measurable Objective 1, Implementation Activity 1.2*. Proposer's response should include, at a minimum, the information requested on the *ROI Report* as described in *Appendix C, Statement of Work – Attachment 2*.
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In Home Media and Media Relations (Publicity)

Total Circulation / Viewership	Total Dollar Value	Total Marketing Impact

Out of Home Media Report

DEC	Reach	Frequency	GRPs	CPM

- C.5** Proposer must describe how it will provide evaluation services as described in *Appendix C, Statement of Work – Attachment 1, Goal No. 3*, and creative services as described in *Appendix C, Statement of Work – Attachment 1, Goal No. 1, Measurable Objective 1, Implementation Activities 1.2 and 1.6*. Proposer must include if the evaluation and/or creative services can be provided by Proposer (in-house) or if subcontracting will be necessary.
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- C.6** Proposer must describe their proprietary data sufficiently (methods of collection, maintenance, upkeep) to prove that they have an in-house source of data on target populations. Proposer must describe how proprietary information will be used to reach the target audience and must describe the exact target audience that will be the focus of the campaign. This must, at a minimum, cover those mentioned as main BRGs and at-risk populations listed, but can include other targeted groups. Refer to *Appendix C, Statement of Work, Sub-paragraph 1.2* for information regarding BRGs.
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- C.7** Proposer must describe the theories of behavioral change that will be utilized to achieve goals one (1) and two (2) of *Appendix C, Statement of Work, Attachment 1*. Proposers should refer to the HIV Compendium available at <http://www.cdc.gov/hiv/pubs/HIVcompendium/HIVcompendium.htm> for behavior change models and describe which models they will employ to carry out an effective HIV prevention market.
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- C.8** Proposer must describe how internal access to company assets will lead to cost efficiencies which will allow OAPP's social marketing efforts to maximize reach and frequency while minimizing cost.

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- C.9** Proposer must describe how it intends to obtain marketing partners for the HIV/AIDS social marketing campaigns and how this will benefit the marketing campaign. Proposer should include examples of successes with previous campaigns.
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- C.10** Describe how the Proposer will work with OAPP and the Social Marketing Community Advisory Board (SMCAB) and how the Proposer will meet the requirements as defined in *Appendix C, Statement of Work – Attachment 1, Goal No. 1, Measurable Objective 1, Implementation Activity 1.2.*
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- C.11** Proposer must describe how it intends to obtain marketing partners for the HIV/AIDS social marketing campaigns and how this will benefit the marketing campaign. Proposer should include examples of successes with previous campaigns.
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